

In response to the issue of Localism and coverage by our group, I would like to respond to the programming and dedication of time to local issues that our 3 station group broadcasts. Every day of the week/24 hours a day, all three of our stations dedicates 1 minute of commercial time each hour for a Community Calendar. This program outlines events going on in our communities of service in the upcoming weeks. Since we adhere to a strict limit to our hourly commercial inventory on each of the stations, this is a donation to non-profit and civic organizations, of air time and promotion.

WFAW: Not only does this station air 9 locally produced local newscast per day, we also feature 2-5 minute segments with local newsmakers/civic leaders each hour 6am-8am Monday through Friday. In addition we carry a locally produced talk show, Monday through Friday that runs from 9am-10am. This program (Morning Magazine) talks with local leaders, political members, non-profit groups etc. to discuss events coming up, topics of the day and issues important to our listeners. In fact WFAW hosted and aired 2 local political debates for local primaries/elections in the recent elections. These debates were aired live and hosted by our News Director.

WSJY: airs 11 local newscast per day Monday through Friday.

WKCH: airs 7 local newscast per day Monday-Friday

This also does not take into account the local coverage of local sports carried on our group. Between the 3 stations we carry 18 regular season High School Football games for area teams, 12 UW Whitewater football games.....45 boys and girls High School Basketball Games and also the complete schedule of Mens and Womens UW Whitewater College basketball.

Plus we have always been very active in helping to raise money for the American Cancer Society and their Relay for Life. In fact members of our staff not only help raise money, but they have been active in helping MC the events the night it is held.

This is just a quick synopsis of some of the local things that our radio group does for our community. This doesn't even touch on the number of childrens groups that tour our stations on a yearly basis, that come and produce PSA's for the schools and different clubs.

In closing, I believe that our group works very hard at being a good neighbor to the communities we serve. It is because of this relationship we are successful and why we will continue to be. To paint all radio stations with a broad stroke because of some complaints about certain radio stations, does an injustice to the majority of the stations who go above and beyond serving their communities.

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